

Development of science-intensive strategy in machinery-building company in contemporary Russia

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Abstract

The paper suggests a system of science-intensive strategy of machinery building company developed for different hierarchical levels: within microlevel it is considered to be growth rate of revenue obtained as a result of investment; on macrolevel it is considered to be qualitative and quantitative growth of the capital functioning in the society, efficient use of investment resources, creation and protecting favorable investment climate. © IDOSI Publications, 2013.

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Keywords

Capital growth, Hierarchy, Investment climate, Investment resources, Investment strategy, Investments, Machinery building, Microlevel, Profit, Strategic goals, Strategic management, Strategic tasks